

## THE WAR BETWEEN FLIPKART AND AMAZON INDIA: A STUDY ON CUSTOMER PERCEPTION

*Samrat Bharadwaj*

*Assistant Professor, Department of Business Management, Gauhati Commerce College, Guwahati, Assam, India*

**Received: 18 May 2019**

**Accepted: 23 May 2019**

**Published: 31 May 2019**

### **ABSTRACT**

*Today's business world is highly competitive. Every firm is in the race to win more and more customers. It seems like every business organisation is in like a virtual war with one another where one organisation attacks another with their strategies and the other defends itself. This war though exists in every business sector; it can be distinctly seen in the e-commerce industry. The e-tailing websites try to outrun their competitors by adopting newer strategies every time and thereby gain better goodwill in the market which will ultimately increase their web traffic. This study is an insight into the competitive scenario of the e-commerce industry of India. It aims to check the rivalry between the two giants that operate in India viz. Amazon India and Flipkart and ponder upon the customer perception towards these strategies that both the firms adopt from time to time.*

**KEYWORDS:** *Amazon India, Flipkart, E-Commerce, Customer Perception*